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10/002,841

In the Claims

1. (currently amended) An interactive dynamic continuous system for the purchasing and selling products and services on a communications network, which comprises:

a. a customer platform comprised of a customer operated computing device capable of initiating and completing a multistep process of transactions required to effect the purchase of products or services on-line;

b. a vendor platform comprised of a network of potential vendors of said products and services demanded by the customer platform and consisting of a responsive electronic computer network capable of responding on said communications network to supply the products and services to the customer platform; and

c. a transfer service means for conducting dynamic, interactive electronic communication with said customer platform to identify products and services sought to be purchased by the customer platform, making available to said potential vendors information describing a product or a service to be purchased by said consumer platform, and conducting separate interactive electronic communication with said potential vendors to obtain offers for sale of said products and services without revealing to any of said potential vendors any identifying information about said customer platform, said transfer service means effectuating and completing a purchase to be made by said customer platform, said transfer service means receiving and sending all electronic interactions associated with the purchase.

2. (currently amended) The system of Claim 1, which utilizes a dynamic transaction object for purposes of initiating, modifying, monitoring and completing said online purchase transaction, said dynamic transaction object comprising a multifunctional

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graphic icon created on a computer screen of the customer platform ~~Customer Platform~~ for receiving, storing and displaying data received from the transfer service means ~~Transfer Service Means~~, and having incorporated thereon a number of discrete interactive areas capable of being viewed or activated by means of the customer platform in order to monitor or execute the various steps comprising said online transaction.

3. (previously presented) The system of Claim 2 in which said graphic icon is a visual representation of a transaction's type, content and status which changes over time as said transaction progresses.

4. (currently amended) The method of conducting transactions on a communications network comprising the steps of:

- a. forming a multifunctional graphical icon which is an isometric representation of a product or service sought to be purchased on a screen of a customer platform;
- b. selecting an active site on said graphical icon for initiation of a transaction;
- c. clicking on said active site to transmit the initiation of said transaction to a transfer service means which functions as an interactive intermediary between said customer platform and one or more instances of a vendor platform;
- d. conducting an interactive communication between said customer platform and multiple participating vendor platforms via said transfer service means until said transfer service means has sufficient information to identify the product or service sought to be purchased;
- e. said transfer service means contacting participating vendor platforms to obtain offers to supply the sought product or service without revealing to any of said vendor platforms information as to the identity of the customer platform;

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f. conducting one or more additional iterations of interactive communication between said customer platform and multiple participating vendor platforms via said transfer service means until said customer platform has displayed sufficient information for the customer platform to decide on which vendor will provide said product or service sought to be purchased;

g. transferring from said transfer service means to the customer platform said offers for inclusion in said graphical icon on the customer platform screen, said graphical icon being a visual representation of a transaction's type, content and status which changes over time as said transaction progresses;

h. said customer platform selecting an offer and completing said transaction for the purchase of said product or service through said transfer service means; and

i. said transfer service means effectuating and completing a purchase, receiving and sending all electronic communications associated with the purchase, freeing the customer platform from having to interact with any vendor platform.